

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of

Lee S. WEINBLATT et al.

Serial No.: 10/779,506

Filed: February 13, 2004

For: Interactive Reward Associated With A Broadcast

Examiner: SHEPARD, Justin E.  
Group Art: 2424

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT AFTER FINAL REJECTION WITH RCE**

SIR:

**PETITION**

Applicants hereby petition for a three-month extension of the original shortened statutory response period set in the Office Action of October 26, 2010. Please charge our Patent and Trademark Office Deposit Account No. 03-2412 in the amount of \$555.00 (small entity) in payment of the government fee for a three-month extension of time so that the period for response is extended to April 26, 2011. Any additional fees or charges required at this time in connection with the present application may be charged to our Patent and Trademark Office Deposit Account No. 03-2412.

## **RESPONSE**

In response to the Final Office Action dated October 26, 2010, and filed concurrently with a Request for Continued Examination (RCE), please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 3 of this paper.

**Remarks/Arguments** begin on page 10 of this paper.